

For more ammunition, contact:

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## If you beat them The system we live under offers only losers' games: economic competition instead of cooperation, popularity contests in place of community, the struggle to measure up to social norms instead of the pursuit of individual dreams. The reason we're working towards something better in the first place is that everyone loses

## at their own game,

you've lost.

ate new games, more joyful, exciting games to replace the old ones. Let's not try to beat them at their games, but make them join us in ours!

in these games - so why play them? It's up to us to cre



nessage, and you want to get it out to as many people Il lots and lots of records. Or perhaps you're a politias possible - so you're trying to get really popular and I activist and you think that it's necessary to use the So... you're in a band, with a really important

topped playing their game altogether and concentrated It's worth considering whether we really do after nass-marketing can really help us change the world. thead in their system of cutthroat competition and all... just as it's worth questioning whether getting What would happen if we stopped compromising, all our efforts on creating our own channels for hese methods to reach people, because otherwise, who spreading ideas? ight, but it'll be worth it in the end... and we all have ill notice you? Yes, you realize that you're making ompromises with the very system you're trying to issues. It seems to make sense that you should use ainstream media to educate people about certain o make compromises, don't we?

radio program, rock festival, major label. They don't

care whether they re selling mouthwash or anarchist

your own expressions of outrage back to you, to cash in sell people. They know that if they can find ways to sell

Televised. got you beat. They know that no message you

on the very frustration that their system creates, they've

them to exploit; without that they'd have nothing new to count on you to keep new ideas and styles coming for

sionless drivel that they normally have to offer, and they bound to get bored and fed up with the mindless, pasbuying. They know that sooner or later people are

revolution as long as they keep people watching and

Of course they want you on their television show

them. But it's not just

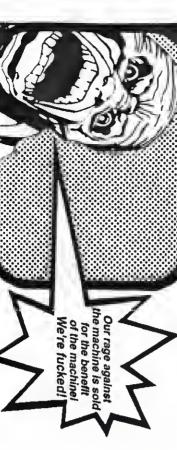
root of the matter right now! solutions to the problems causes? Let's cut to the

naking their own music, their own ideas, their narketed to them by corporations rather than seople they can never meet, buying what is hings that they can never take part in and opping keep people passive, watching ant than the awareness of the power of elevision watching and supermarket dividuals to act for themselves. itself sends: stay tuned. where inside the cages of mainstream life can see us and oppose. Instead, let's fight so hard, and live so hard, that them more open and more capable of offering life-sup are inspired to join us in our complete rejection of the by doing things we don't love, or to let any of our tal old world and all its bullshit. And let's make our communities something greater than they are; let's make ents and efforts serve to prop up a world order we port, so that others really will be able to join us.

could spread through their channels could be more powerful than the message that your use of their medium itself sends: stay tuned.

No awareness you could possibly raise through television or CDs sold in shopping malls is more important than the awareness of the power of individuals to act for themselves.

Television watching and supermarket shopping keep people passive, watching things that they can never take part in and people they can never meet, buying what is marketed to them by comorations rather than



again working for their system for even a minute. we put all our energy into expanding the spaces in row confines of the underground. But why keep the done and not keep our ideas quarantined within the narunderground quarantined to narrow confines? Surely i. our potential in our hands, and refused to waste it ever impact Imagine what we could achieve if we kept all doomed society, we could make at least as much of an rather than trying to repair the burning machinery of this which we can interact as free, equal human beings, working "within the system" if we want to get thing Yes, it often seems like there's no alternative to

How do we get out of here?

There's no excuse to let even a fraction of our lives go

Besides, can you trust yourself to work "within the system" for the right reasons? We're all programmed to ou want to become a journalist or professor of political science or rock star because you can't bring yourself to from, you know. They're the cynical corpses of idealissocial status, whether we like it or not. Could it be that fraid to try cutting the safety line that ties you to the

want "success," to measure ourselves by wealth and

nad failed - that's where lawyers and reporters come

tic young men and women who thought the system

could be reformed.

security of a mainstream lifestyle? And how can you be

consider any other options seriously, because you're

they do. Thus they have the potential to spark four more abels, for writers, for speakers and artists, and of course heir impact exponentially. The same goes for record show to forty people, in a more intimate setting, can nteract on a personal level with everyone there, and make it clear that everyone is capable of doing what ands (or similar revolutionary projects), increasing or "leaders" of any kind,

other hand, one band playing an equally impassioned

## "On stage I make love to ten thousand people, then I go home alone." - Janis Joplin

assigned papers for school, rather be using our skills things we have to do to work inside the system. We'd much rather be reading books on our own than writing Most of us don't get much pleasure out of the

dealing with it.

Most people

Better we dedicate ourselves to replacing it than just put up with this bullshit for the rest of our lives, right:

more effective, it could be to take our labor out of their hard at first, but nothing could be harder than to have t hands and do something else with it. Sure it would be have to work for them, whether we like it or not. It energy and time to work on projects of our own choice never occurs to us how much more fun, and perhaps than selling ourselves to employers. But we feel like we

stop watching and act is to The only way to make then

get down from the stage. be would really let anyone use their own laws and meth course the system has "appropriate procedures" for peoinside, right? That's what they tell you, at least. Of people get too worked up. Do you think the powers that ple with grievances to go through to try to make things the status quo, you're going to change things from the ods to depose them? If this system provided opportunbetter; that's the safety valve to release pressure when ties for real change, people would have taken advantage But, you protest, you're still going to be fighting

out convinced that they would succeed where others of then a long time ago. Countless generations have set

nust be a great thing. It's easy to see where we learned good thing, then touching one thousand people's lives numbers, aren't we? If touching one person's life is a o think this way: our whole society revolves around We're taught to think of our success in terms of you to seek success, the part that loves the attention and have to wait until new networks and better ways of life sure that it isn't that dark comer of your heart pushing spend "using the system" is another day longer we'll feelings of greatness your popularity and social standing replace the old ones. bring? Sure it feels great to be able to tell your parents

But maybe it's not possible to touch a thousand the better, right?

nore customers we can serve, the more votes we can

get, the more money and stuff we have,

mass production. The more units we can move, the

people. And maybe it's not really so revolutionary after

The Values of people as deeply or as powerfully as one person or ten all to have one person or group telling everybody else

Mass Production.

society that engendered them. Remember, every day we

frustration and our desperation for change back into the

to take risks, not work out new ways to integrate our

us. We need to nourish our idealism and our willingness

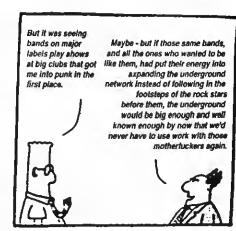
refuse to participate in anything that bores or outrages

Let's listen to our hearts, trust our instincts, and

changing the world?

what your goals are and have them applaud your decisions... but is that any way to decide how to go about

what's right. Wouldn't it be better to try a decentralized approach where everyone works closely with those around them, instead of a few people leading an anonymous mass? Do you, or your band, or your label have to save the world all by yourselves? Why don't you trust anyone else to do it with you? (And have you noticed how much you have to stomp all over everyone else to get that success you plan to use to spread your message?) One political band playing a show to nine hundred people can recite revolutionary slogans for everyone present to stand and listen to, but they remain out of arm's reach of most of the people there, up on a pedestal as "musicians," "artists," "heroes." On the



HEY - IS HE USING HIS BAND TO "SELL" REVOLUTION --- OR USING "REVOLUTION"